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(54) DEVICE AND METHOD FOR OUTPUTTING
CONDITION ADVERTISEMENT AND RECORD
MEDIUM

(57) Abstract:

PROBLEM TO BE SOLVED: To obtain a device for advertising only a customer suitable to a promotion condition based on data on many customers by extracting the customer suitable to the promotion condition by using the inputted promotion condition and the attribute information and the purchase history information of the customer which are stored.

SOLUTION: An extraction means extracts the customer suitable to the promotion condition by using an attribute information storage means in which the attribute information of the customer is stored, a purchase history information storage means F1 in which the purchase history information J10 concerning the purchase history of the individual customer is stored, the promotion condition inputted by an input means and the attribute information and the information J10 of the customer stored. A customer specified information input means F2 inputs customer specified information J20 specifying the customer coming in a store. An advertisement information arithmetic means F4 accesses information for advertisement J30 when the informa-

tion J20 is suitable to the promotion condition. An advertisement output means F5 outputs information for advertisement J50.

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